## -- Cross Reference to Related Applications

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The present application is related to the following ten copending United States patent applications each filed on March 31, 1999, each having its assignee of the entire interest in common with the assignee of the entire interest of the present application, and having titles and serial numbers as follows: ADAPTIVE PARTITIONING TECHNIQUES IN PERFORMING QUERY REQUESTS AND REQUEST ROUTING, serial number 09/282,493; COMMON TERM OPTIMIZATION, serial number 09/282,356; GENERIC OBJECT FOR RAPID INTEGRATION OF DATA CHANGES, serial number 09/283,815; EFFICIENT DATA TRANSFER MECHANISM FOR SYNCHRONIZATION OF MULTI-MEDIA DATABASES, serial number 09/283,816; NEW ARCHITECTURE FOR ON-LINE QUERY TOOL, serial number 09/283,837; DATA ENHANCEMENT TECHNIQUES, serial number 09/282,342; DATA MERGING TECHNIQUES, serial number 09/282,495; TECHNIQUES FOR PERFORMING INCREMENTAL DATA UPDATES, serial number 09/283,820; WEIGHTED TERM RANKING FOR ON-LINE QUERY TOOL, serial number 09/282,730; and, HYBRID CATEGORY MAPPING FOR ON-LINE QUERY TOOL, serial number 09/283,268. -

## IN THE CLAIMS

Please amend claims 6, 15, and 24 to the following:

6. (Twice Amended) A method executed in a computer system for targeting advertisements comprising:

Gibs >